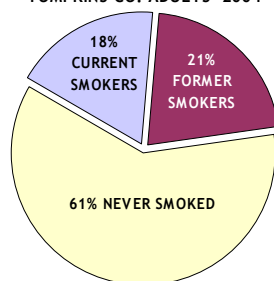


Tompkins County residents smoke 10,091 packs a day... and pay \$2.71M a year for Medicaid to treat smoking-related disease.

TOMPKINS CO. ADULTS 2004



Cost to Tompkins County Taxpayers [TFT 2004, NYSDOH 2004]

- Number of adult smokers in Tompkins County 14,950
- Packs of cigarettes Tompkins' residents smoke per day 10,091/day
- Medical and lost productivity costs attributable to smoking in Tompkins County \$36.17M/year
- Tompkins County payments to Medicaid for causes attributable to smoking..... \$2.71 Million/yr

Shopping for Cigarettes [TFT 2004]

Pct of Tompkins' smokers who got cigarettes at an Indian Reservation.....53%

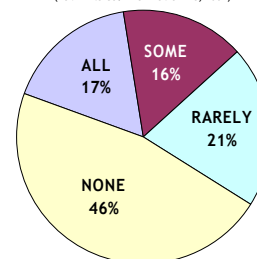
Pct of Tompkins' smokers who got cigarettes online24%

Industry Spending to Sell Cigarettes [TFK 2005]

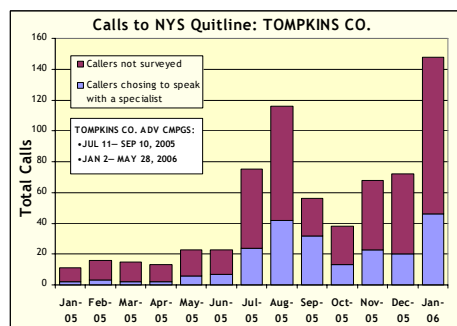
Cigarette marketing by tobacco industry in NYS (2003)\$516 M/yr

Increase in spending since 1998..... +45%

PURCHASE CIGARETTES AT AN INDIAN RESERVATION (TOMPKINS CO. ADULT SMOKERS, 2004)



Working to Help Tompkins County Smokers Quit [NYSSQL 2005]



Tobacco Free Tompkins' marketing efforts helped boost Tompkins County calls to the NYS Quitline by +520%.

Average monthly calls to the Quitline from Tompkins County
Year before T-Free marketing campaign.....13.2 calls/mo
after T-Free marketing campaign81.9 calls/mo

T-Free: Tobacco Free Tompkins is a partnership of community organizations and individuals dedicated to reducing the social and economic burden of tobacco use in Tompkins County by working toward these goals:

- Reduce tobacco use in Tompkins County and prevent initiation of tobacco use
- Reduce exposure to secondhand smoke
- Reduce social acceptance of tobacco use
- Increase access to cessation services and help each other quit for good.

Tobacco Free Tompkins is a funded partner of the New York State Tobacco Control Program.

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NOTES & SOURCES

Numbers provided are estimates and subject to the margin of error of the source.

CDC 2004: CDC. Sustaining state programs for tobacco control. Data highlights, 2004.

CCHY 2005: 2005 Student Life and Culture Survey. Community Coalition for Healthy Youth, Tompkins County Youth Svcs.

YRBS 2003: Youth Risk behavior Survey, 2003. NYSDOH.

CDC 2002: CDC. "Tobacco Control State Highlights 2002: Impact and Opportunity."

NYSDOH 2004: NYS Tobacco Control Program Annual Meeting, Nov. 2004.

TFT 2004: Tobacco Free Tompkins survey of tobacco use and attitudes among Tompkins County residents, June 2004.

TFK 2005: State-Specific Tobacco Company Marketing Expenditures 1998 To 2003. Aug. 2005.

<http://tobaccofreekids.org/research/factsheets/pdf/0271.pdf>

NYSDOH 2003: New York State Department of Health, Medicaid Expenditures by Source of Funds by Social Services District, CY 2003. http://www.health.state.ny.us/nysdoh/medstat/ex2003/cy_03_sh.xls

NYSSQL 2005: Call data from New York State Smokers' Quitline. T-Free Marketing Campaign: July 10–Sept 11, 2005.

Pre-campaign data: average July 2004–June 2005. Post-campaign data: average July–Dec. 2005

<http://www.nysmokefree.com/newweb/download/TotalCallVolumeforNYSbycounty.pdf>

Tompkins pop (U.S. Census est. 2003) = 101,411

Age 18+ years (81%) = 82,143

X 18.2 percent smokers (from TFT survey)

= 14,950 smokers.

smokers X avg cigarettes smoked per day (13.5 from TFT survey)

= 10,091 packs smoked per day in Tompkins

Medical & lost productivity costs = \$9.82 per pack: from NYTCP

10,091 packs per day X \$9.82 costs per pack

= \$99,094 /day (\$36.17M /yr) in medical and lost productivity

Medicaid costs \$5.70 per pack in NYS: from CDC: <http://www.cdc.gov/tobacco/datahighlights/page6.htm>

\$5.70/pack X 10,091 packs/day in Tompkins = \$57,518.70 Medicaid cost/day in Tompkins

Medicaid cost/day in Tompkins X 365 = Medicaid cost per year.

Tompkins County share = 12.9% of total Medicaid: from http://www.health.state.ny.us/nysdoh/medstat/ex2003/cy_03_sh.xls

Reservation and Internet sales (TFT Community Tobacco Survey, June 2004):

Individuals who *identified themselves as smokers* were asked:

Ques 53. In the past 12 months, have you or a friend or relative purchased cigarettes for your own use at an Indian reservation or through an Indian enterprise? YES: 53.3% NO: 46.7%

If YES, how often? All: 31.9% Some: 29.4% Rare: 38.8%

Ques 55. In the past 12 months, have you or a friend or relative purchased cigarettes for your own use from a web site or on the Internet? YES: 24.4% NO: 75.6%

If YES, how often? All: 28.6% Some: 26.4% Rare: 44.9%